

# W M C R S

750 ON YOUR DIAL

MIDDLEBURY COLLEGE

Middlebury, Vermont  
Battell North

February 7, 1952

Yale University Radio Station  
New Haven  
Connecticut

Attention: Program and Advertising Managers

Dear Sirs:

In regard to your local collegiate station, we would like to inquire concerning its general set-up in order that we may compare our own WMCRS, which has only recently begun functioning again after an FCC ban due to a high receiving area.

Do you have local or national advertising, and what are the main types of programs you broadcast? Are these chosen by popular appeal or through variety requests? If you do have national advertising, how have you been accustomed to acquiring it? And, finally, what is the most convenient way to obtain Columbia records? Thus far, we have Capital and Victor and naturally would like to extend the selection.

Thank you very much in advance for any information and your attention to these queries.

Sincerely yours,

WMCRS

*Peggy Schlumpf '53*  
Peggy Schlumpf, Secretary



W M C R S

W. M. C. R. S.  
W. M. C. R. S.  
W. M. C. R. S.

W. M. C. R. S.